CLAIMS:

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What is claimed is:

A method of preventing a client from directly contacting a server that is protected by a load distribution server from an overload of traffic, comprising:

determining whether the client's request to receive a file from the content server originated as a reference from the load distribution server or as a reference from the content server itself; and

responsive to determining that the client's request to receive the file from the content server did not originate as the reference from the load distribution server or as the reference from the content server itself, sending to the client a file requesting that the client contact the load distribution server;

2. The method of Claim 1 / further comprising:

responsive to determining that the request to receive the file from the content server did originate as the reference from the load distribution server or as the reference from the content server itself, sending to the client the file requested.

3. The method of Claim 1, further comprising:

including in the file requesting that the client contact the load distribution server a means by which the client may directly contact the load distribution server through an initiative of a user of the client.

Fort Worth/0116AD-37454/79050.1

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- 4. The method of Claim 1, further comprising:

 offering in the file requesting that the client contact
 the load distribution server a means to update a bookmark
 file to include the load distribution server.
 - 5. The method of Claim 4, further comprising:
 offering in the file requesting that the client contact
 the load distribution server a means to update the bookmark
 file to exclude the protected server.
 - 6. The method of Claim 4, further comprising:
 offering in the means to update the client's bookmark
 file to include the load distribution server a means to
 update the bookmark file to exclude the protected server.
 - 7. The method of Claim 1, further comprising:
 including in the file requesting that the client contact
 the load distribution server a means by which the client will
 contact the load distribution server without intervention of
 the user.
 - 8. The method of Claim 7, further comprising:
 including in the file requesting that the client contact
 the load distribution server a means by which to allow the
 user of the client sufficient time to read and react to the

file requesting that the user of the client contact the load distribution server before contact with the load distribution

server is established without intervention of the user.

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9. A computer program product for preventing a client from directly contacting a server that is protected by a load distribution server from an overload of traffic comprising:

instructions for determining whether the client's request to receive a file from the content server originated as a reference from the load distribution server or as a reference from the content server itself; and

instructions for, responsive to determining that the client's request to receive the file from the content server did not originate as the reference from the load distribution server or as the reference from the content server itself, sending to the client a file requesting that the client contact the load distribution server;

10. The computer program product of Claim 9, further comprising:

instructions for, responsive to determining that the request to receive the file from the content server did originate as the reference from the load distribution server or as the reference from the content server itself, sending to the client the file requested.

11. The computer program product of Claim 9, further comprising:

instructions for including in the file requesting that the client contact the load distribution server a means by which the client may directly contact the load distribution server through an initiative of a user of the client.

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12. The computer program product of Claim 9, further comprising:

instructions for offering in the file requesting that the client contact the load distribution server a means to update a bookmark file to include the load distribution server.

13. The computer program product of Claim 12, further comprising:

instructions for offering in the file requesting that the client contact the load distribution server a means to update the bookmark file to exclude the protected server.

14. The computer program product of Claim 12, further comprising:

instructions for offering in the means to update the client's bookmark file to include the load distribution server a means to update the bookmark file to exclude the protected server.

15. The computer program product of Claim 9, further comprising:

instructions for including in the file requesting that the client contact the load distribution server a means by which the client will contact the load distribution server without intervention of the user.

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16. The computer program product of Claim 15, further comprising:

instructions for including in the file requesting that the client contact the load distribution server a means by which to allow the user of the client sufficient time to read and react to the file requesting that the user of the client contact the load distribution server before contact with the load distribution server is established without intervention of the user.

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17. A system of preventing a client from directly contacting a server that is protected by a load distribution server from an overload of traffic, comprising:

means for determining whether the client's request

means for determining whether the client's request to receive a file from the content server originated as a reference from the load distribution server or as a reference from the content server itself;

means for, responsive to determining that the client's request to receive the file from the content server did not originate as the reference from the load distribution server or as the reference from the content server itself, sending to the client a file requesting that the client contact the load distribution server;

18. The system of Claim 17, further comprising:

means for, responsive to determining that the request to receive the file from the content server did originate as the reference from the load distribution server or as the reference from the content server itself, sending to the client the file requested.

19. The system of Claim 17, further comprising:

means, included in the file requesting that the client contact the load distribution server, by which the client may directly contact the load distribution server through an initiative of a user of the client.

20. The system of Claim 17, further comprising:

means, offered in the file requesting that the client contact the load distribution server, to update a bookmark file to include the load distribution server.

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- 21. The system of Claim 20, further comprising:

 means, offered in the file requesting that the client
 contact the load distribution server, for updating the
 bookmark file to exclude the protected server.
- 22. The system of Claim 20, further comprising:

 means, offered in the means for updating the client's
 bookmark file to include the load distribution server, for
 updating the bookmark file to exclude the protected server.
- 23. The system of Claim 17, further comprising:
 means, included in the file requesting that the client
 contact the load distribution server, by which the client
 will contact the load distribution server without
 intervention of the user.
- 24. The system of Claim 23, further comprising:
 means, included in the file requesting that the client
 contact the load distribution server, by which to allow the
 user of the client sufficient time to read and react to the
 file requesting that the user of the client contact the load
 distribution server before contact with the load distribution
 server is established without intervention of the user.